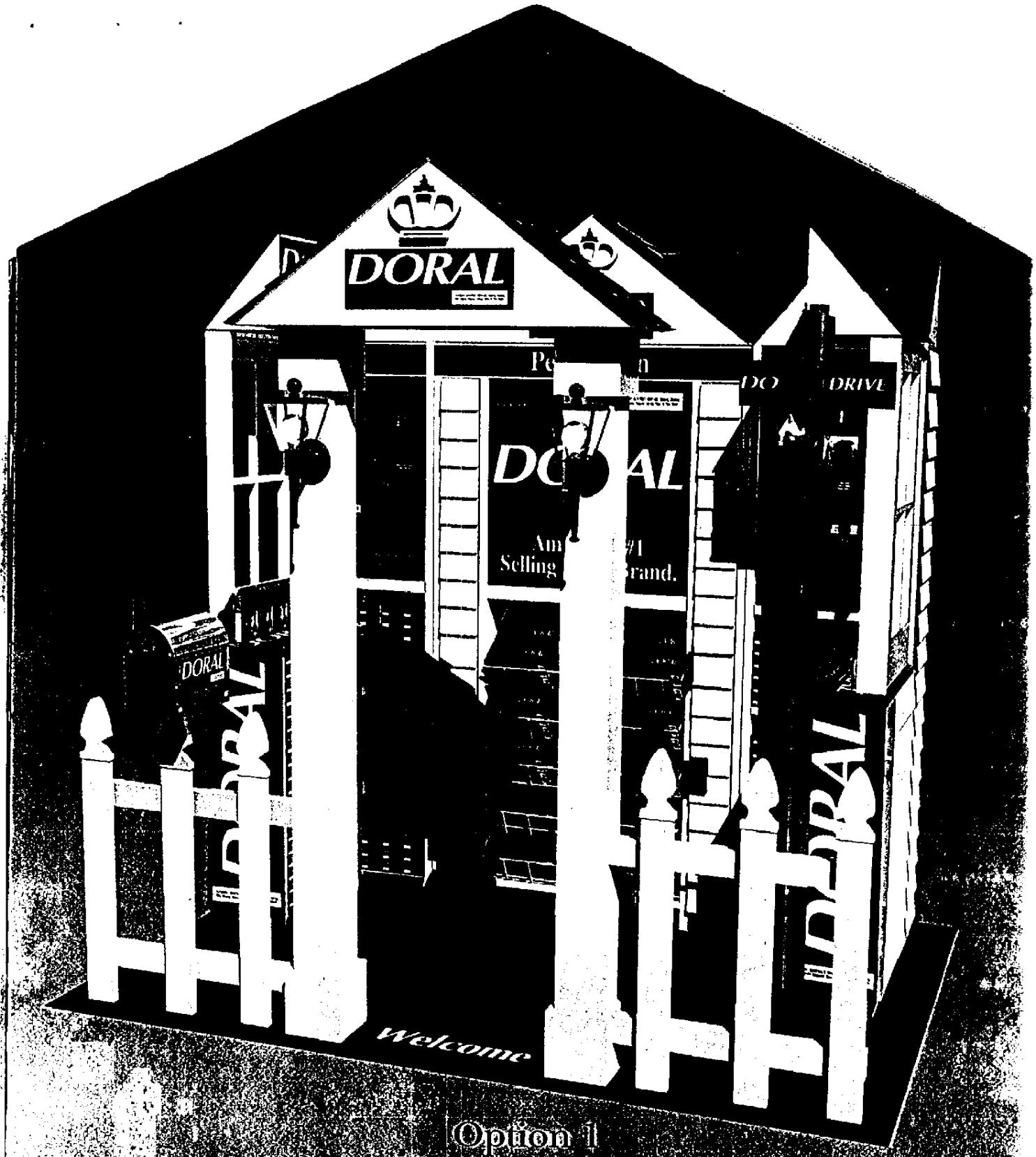
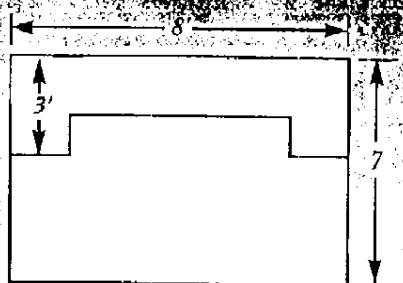


Now More  
Than Ever,  
The Value  
Hits Home.

51845 4936



**Option 1  
(With Front Entrance)**



8' Height

8' Width

7' Depth

444 Cartons Displayed

96 Cartons Stored

540 Cartons Total

51845 4937

# A Merchandiser Using Company Logo & Colors

## Features

Wide Gall Carton Load

Plus

Standard Carton Load

Large Pricing Area

Advertising Panels  
Center, Left & Right

"Take Home" Helpful Hint  
Cards and DORAL & Company  
Sign Up Cards

Quality/Innovative Design

Carton Storage Area

AND

Two Configuration Options

## Benefits

Creates highly visible and impactful brand presentation which makes it easy to customer locating your store.

Configured with wide gall load allows you to display large quantity products.

Large pricing area incorporated into merchandise with easy to change pricing numbers.

Communicates DORAL's everyday Low Price or Promoted Price.

Incorporates key brand positioning messages that are being advertised in magazines and outdoor billboards.

Turns your individual store into impactful national advertising initiatives.

Provides interesting and useful tips for your customers and will keep them coming back to your store.

Convenient sign up area for DORAL & Company. Allows your customers to get involved in "all the extra's" DORAL provides through its direct marketing program.

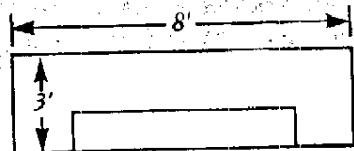
Merchandiser designed to enhance your store decor, provide impactful consumer message(s) and provide you an innovative point of difference over your competition.

Both side advertising panels open to allow extra storage capacity for your best selling DORAL styles.

Merchandiser can be installed with front entrance/slide etc. options; 8 feet wide, 7 feet deep; or without front entrance options; 8 feet wide, 3 feet deep; depending on your stores layout.



Option 2  
(Without Front Entrance)



8' Height

8' Width

3' Depth

444 Cartons Displayed

96 Cartons Stored

540 Cartons Total

51845 4939

**PULL**

**DORAL Home of Value  
Order Form  
Ship To Information**

Requested By: \_\_\_\_\_ Employee # \_\_\_\_\_ Division # \_\_\_\_\_

Date: \_\_\_\_\_

SIS Number \_\_\_\_\_

Other Ship To Location \_\_\_\_\_  
(Be Specific) \_\_\_\_\_

Future Delivery Date \_\_\_\_\_

Special Instructions \_\_\_\_\_  
\_\_\_\_\_

Store Name \_\_\_\_\_

Store Contact \_\_\_\_\_

Phone Number \_\_\_\_\_

Order Memo to Sales Rep. Home Yes  No

**ROU – Please send the following item(s) to the location specified above:**

ITEM # 540350		DORAL CTS 8'x3' Home of Value (CTS unit without front entrance)
ITEM # 540353		DORAL CTS 8'x7' Home of Value with Enhancements (CTS unit including front entrance, mail box and fence)

**Special Note: Electrical outlet is required to light all transparencies and logos on CTS unit.**

51845 4940

PULL

# Welcome To The **DORAL** Home Of Value

## **A Great Point of Difference for Smokers.**

DORAL offers smokers all these values:

- Premium taste guarantee or their money back.
- Premium quality at a competitive price.
- Free-product retail promotions.
- Mail-in carton offers.
- Bonus coupons.
- Smoker Celebrations.

## **A Great Point of Difference for Retailers.**

DORAL's Home of Value can set you apart from your competition with a truly unique merchandising system.

- Inviting, quality product presentation.
- Clear, easy to read pricing area.
- Ad panels that introduce your customers to all DORAL has to offer.
- Convenient sign-up area for DORAL & Co.
- Free, interactive "Take Home" cards with helpful hints for your value minded customers.

Be a part of DORAL's point of difference. Sign up for DORAL's Home of Value merchandising system today.

51845 4941



51845 4942

© 1998 R.J. Reynolds Tobacco Co  
PTD IN USA 540155